



"Providing Professional Guidance for Business Growth"

August 17, 2015

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Spotlight on Success – Silver Fir Media

Silver Fir Media, a Chicago firm, produces films to tell their clients' stories. They promise to bring "your story to life with stunning visuals & engaging interviews. We are passionate about telling your story through film to connect you with your audience." When faced with a substantial procurement opportunity with the U.S. National Park Service for producing and filming "Visitor Orientation Videos" for the Big South Fork National River & Recreation Area . Silver Fir President Don O'Brien said, "We scrambled to learn more about GSA Schedule 541, but it was very confusing and we needed help. Our government contact suggested we reach out to our local PTAC." Mr. O'Brien contacted **Chris Hollingsworth at the Illinois Procurement and Technical Assistance Center at NORBIC**. "We called Chris at NORBIC and he assisted us throughout the entire GSA contract application process," continued Mr. O'Brien. Chris continues to assist Silver Fir with documentation needed by government contractors. Silver Fir Media now has filming projects with the U.S. National Park Service for the Olympic National Park, Lake Clark National Park, Gulf Island National Seashore & Wilderness, and Mount Rainier/Northern Cascades Parks. Mr. O'Brien is grateful for the PTAC assistance: "it was a very stressful time for a small Chicago film production company and PTAC made the experience more assuring and manageable." Learn more about Silver Fir Media at: <http://silverfirmedia.com/>

SBDC's In The News – Bradley SBDC

Peoria Wins SBA's Startup in a Day Competition - Peoria, IL (August 5, 2015) The City of Peoria's commitment to help & grow startup businesses received a boost after receiving notice of a \$50,000 award from the U.S. Small Business Administration (SBA) as part of SBA's inaugural competition. "On behalf of the City, I want to thank the SBA for the grant," said Mayor Jim Ardis. "We look forward to transforming the way we serve our business community to help entrepreneurs startup and grow their business" he added.

The "Startup in a Day" initiative is a collaboration between the City of Peoria, Peoria County, Startup Peoria, & the Greater Peoria Economic Development Council. Designed to assist entrepreneurs in establishing their businesses within 24 hours, this program addresses two key obstacles that businesses often cite; obtaining permits & licenses and finding business development resources. This initiative also includes a focus on developing minority-owned business enterprises. Jake Hamann, Co-Founder of Startup Peoria commented, "Being awarded this grant is a testament to how collaboration across the community can help drive and implement positive change for our entrepreneurial ecosystem. Our region has tremendous potential and I believe that we can use this opportunity as a catalyst to take it to the next level."

Jennifer Daly, CEO of the Greater Peoria Economic Development Council, expressed, "We are looking forward to working as a key partner to support new business startups in Greater Peoria. Not only will this project simplify the startup process, but it will also allow our team to better identify and connect entrepreneurs with resources and networks critical to their future success."

Peoria County Board Chairman Andrew Rand agreed, "The Startup in a Day Grant will be an important catalyst to help Peoria's minority businesses and entrepreneurs get a leg up to grow their business and create local jobs. Peoria County is excited to work with our grant partners on this exciting opportunity."

The SBA reviewed more than 100 applications and awarded grants to 28 cities and Native American communities to help develop a streamlined, centralized business formation platform. **"This is a big win for our community and area entrepreneurs. We work with many startup companies each year and this will make their process of starting their business even easier," said Ross Miller, Director of the Illinois Small Business Development Center at Bradley University.**

"When I started my businesses, it was overwhelming," said Administrator Maria Contreras-Sweet, head of the SBA and member of President Obama's Cabinet. "I had to set up a legal structure, find office space, learn local zoning laws, apply for multiple licenses and permits and navigate a maze of city, county, state and federal requirements before I could even open my doors. That's why I'm proud to join the White House in announcing the winners of the Startup in a Day prize competition as we work to make it easier for entrepreneurs all across the country to get started."

Maximizing Neoserra – Activity Summary Window



Activity Summary

all

Counseling: 4
Initial/New: 1
Follow-up: 2
Other: 1

Contact Time: 3 hours
Preparation: 1.5 hours
Travel: 0 hours

Center Site (face-to-face): 1
Online (E-mail or Web): 2
eCenter: 1

Business Expansion: \$2,500,000.00 (1)
Changed Legal Form: 1
Jobs Retained: 3 jobs (3)
Capital Funding: \$2,500,000.00 (2)

On the right side of the Neoserra screen you will find an Activity Summary showing a quick view of client activity. You can quickly check milestones, including Change in Staff and Jobs Retained in the Activity Summary to ensure that you have entered that data correctly.

Valued Resources – Traind

From *smallbiztrends.com*: Traind is a new offering from Alchemy Learning that enables businesses to create a custom online academy in minutes. The solution is a natural extension from Alchemy Learning's work with educational institutions and is a smart growth strategy for the company. Even though Traind is young, it already offers a solid set of easy-to-use features. In addition, the company is already planning many future enhancement aimed to please their growing pool of early adopters.

Currently, Traind can support the first two types of training: Training your staff; and Training your clients. Learn more at: <http://smallbiztrends.com/2015/07/traind-review-online-training-service.html>

Network News and Moves – Chicagoland Chamber of Commerce

The Illinois Small Business Development Center at the Chicagoland Chamber of Commerce recently celebrated its one year anniversary. Open the link below to watch a video outlining their services and accomplishments. <https://www.youtube.com/watch?v=m0pctGtFN-U>

Illinois Crowdfunding Exemption – 1871 Live Streaming

A live streaming event on Using The New Illinois Crowdfunding Exemption To Find Capital For Your Business will be hosted by 1871 on Wednesday, August 19, 2015 at 11:30 AM. Please click on the link below to find out more information and register for this event. Here's the link: www.bigmarker.com/1871/IllinoisCrowdFundingAct

August 2015 Small Business Advocate

The SBA Office of Advocacy has released the August 2015 issue of The Small Business Advocate. New in this issue is the announcement of Advocacy's third Innovation Symposium, to take place

in September in San Diego, California. Advocacy is also reaching out to small businesses on two regulatory proposals: the FAR Council's Fair Pay rule and DOL's proposed overtime changes. A recap of a recent visit to Buffalo, N.Y., is included, along with an introduction to Advocacy's new law clerk. The entire newsletter can be found on Advocacy's website [here](#).

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The **WEEKLY CONNECTION** is distributed by the Illinois SBDC and Illinois Department of Commerce Office of Entrepreneurship, Innovation & Technology each Monday to members of the Illinois SBDC Network to provide our service delivery partners with current updates on small business issues, opportunities and resources. Please send information to share with the Illinois SBDC Network to Tom.Becker@illinois.gov. Please feel free to forward this update to any other interested resource providers and key stakeholders.

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